

# **Decision Support System for Best-Selling Bags at UMKM Berkah Maju**

## **Bersama with Website-Based Saw Method**

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### **ABSTRACT**

*This research is motivated by the challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in utilizing information technology as a means to support efficient, fast, and data-based decision-making. One example of an MSME facing such challenges is UMKM Berkah Maju Bersama in Ngampel Village, which has long been operating and pioneering a business in bag manufacturing. The problems encountered include market demand fluctuations, changing fashion trends, competition with similar products, and a data management system that is still manual. To address these problems, a system is needed that can support decisionmaking processes that are fast, accurate, and data-driven. One possible solution is the design of a digital Decision Support System (DSS) using the Simple Additive Weighting (SAW) method, a weighted calculation method that considers several criteria to obtain objective assessment results. This method is very suitable for application on an MSME scale due to its simplicity and can be implemented in a web-based system that is easy to use. This research aims to design and develop a web-based DSS using the SAW method to assist UMKM Berkah Maju Bersama in determining the most preferred type of bag by consumers. With this system, it is expected that the decision-making process becomes more efficient, accurate, and structured. In addition to increasing competitiveness, this system can also serve as a model for implementing information technology that can be used by other MSMEs in developing data-driven business strategies.*

**Keywords:** *Decision Support System, MSMEs, Simple Additive Weighting (SAW), Best-Selling Bag, Website.*